

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-3 and 7 (canceled)

Claim 4 (original): A method of distributed screen space content control comprising:

establishing independent updateable screen space areas on a web site that is operated by a web site owner and includes a plurality of web pages;

establishing a unique location for each said screen space area on a web page, and establishing a format for said content that may be entered into each said screen space area, and providing program code associated with each said screen space area that is capable of identifying a unique content identifier;

identifying a plurality of independent content providers and assigning a said unique content identifier to each such content provider;

allowing each said content provider to submit content associated with its unique content identifier to said web site, and allowing said program code to recognize the unique content identifier that was assigned to a said content provider and to pull said content to the screen space area that such program code is associated with; and

displaying the content submitted by said content provider in the screen space area that said content was pulled to.

Claim 5 (original): A system for collecting information for display on the internet comprising:

- collecting information from a provider of such information;
- relating such information to a particular region on a computer screen;
- storing such information;
- controlling which region of said computer screen said information is displayed in; and
- controlling access to the region of said computer screen where said information is stored.

Claim 6 (original): A system for collecting information for display on the internet according to claim 5 including providing said provider with a form for inputting said information.